

**I CLAIM AS MY INVENTION:**

1. A computerized method for obtaining and processing messages for improving a product comprising the steps of:

- a) receiving, at a central database, an electronic form which has been filled out so that it contains a message and information which identifies said product for which an improvement is suggested,
- b) retrieving said message from said electronic form, and
- c) based on said information, storing said message in a table of said central database, said table being related to said product.

2. The computerized method of claim 1 further comprising the steps of: obtaining said electronic form through a web page, said web page having a link to said central database, said electronic form having a message field, a list of products, and a submit function; making said electronic form when activating said link; and writing said message in said message field, marking one of said products of said list of products can be marked, said marked product relates to said product to be improved, and automatically submitting said electronic form to said central database when said message is written in said message field, said product is marked, and said submit function is activated.

3. The computerized method of claim 1, wherein said product is a computer-software product which includes said electronic form, said method comprising the further steps of:

including said electronic form available when said computer-software is configured on a computer, said electronic form having a message field and a submit function; writing said message in said message field; and automatically directing said electronic form to said central databank when said submit function is activated and said computer is connected to an information network.

4. The computerized method of claim 1, further comprising, after storing said message in said table, scanning said message for predefined terms and, according to terms found in said scanning, forwarding said message to a predefined address.

5. The computerized method of claim 4, comprising predefining said address to be an address related to a marketing department of a manufacturer of said product.

6. The computerized method of claim 4, comprising predefining said address to be an address related to a product development department of a manufacturer of said product.

7. The computerized method of claim 2, comprising adapting said list of products to a person who downloads said Web page.

8. A system comprising of:  
an electronic form having a message field, a list of products, a submit function;

a central database which contains tables respectively related to products in said list of products;

said electronic form being obtainable through a web page which can be downloaded with a computer connected to the Internet;

said electronic form being filled out by writing a message via said computer in said message field and by marking one of the products of said list of products;

said electronic form which is filled out being conveyed to said central database by activating said submit function; and

said central database storing said message based on the marked product in a table of said tables related to said marked product.

9. The system of claim 8, wherein said central database comprises a scanner which scans said message for predefined terms and forwards said message to a predefined address according to terms found in scanning said message.

10. The system of claim 9, wherein said address is related to a marketing department of a manufacturer of said product.

11. The system of claim 9, wherein said address is related to a product development department of a manufacturer of said product.

12. The system of claim 8, wherein said computer adapts said list of products according to a person who downloads said Web page.

13. A computerized method for obtaining and processing messages for improving a work routine comprising the steps of:

- a) receiving, at a central database, an electronic form which has been filled out so that it contains a message and information which identifies said work routine for which an improvement is suggested,
- b) retrieving said message from said electronic form, and
- c) based on said information, storing said message in a table of said central database, said table being related to said work routine.

14. The computerized method of claim 13 further comprising the steps of: obtaining said electronic form through a web page, said web page having a link to said central database, said electronic form having a message field, a list of work routines, and a submit function; making said electronic form when activating said link; and writing said message in said message field, marking one of said products of said list of products can be marked, said marked work routine relates to said product to be improved, and automatically submitting said electronic form to said central database when said message is written in said message field, said work routine is marked, and said submit function is activated.

15. The computerized method of claim 13, wherein said work routine is related to a computer-software product which includes said electronic form, said method comprising the further steps of:

including said electronic form available when said computer-software is configured on a computer, said electronic form having a message field and a submit function;

writing said message in said message field; and

automatically directing said electronic form to said central databank when said submit function is activated and said computer is connected to an information network.

16. The computerized method of claim 13, further comprising, after storing said message in said table, scanning said message for predefined terms and, according to terms found in said scanning, forwarding said message to a predefined address.

17. The computerized method of claim 13, comprising adapting said list of products to a person who downloads said Web page.

18. A system comprising of:

an electronic form having a message field, a list of products, a submit function;

a central database which contains tables respectively related to work routines in said list of work routines;

said electronic form being obtainable through a web page which can be downloaded with a computer connected to the Internet;

said electronic form being filled out by writing a message via said computer in  
said message field and by marking one of the work routines of said list of  
work routines;

said electronic form which is filled out being conveyed to said central database  
by activating said submit function; and

said central database storing said message based on the marked product in a  
table of said tables related to said marked product.

19. The system of claim 18, wherein said central database comprises a  
scanner which scans said message for predefined terms and forwards said message  
to a predefined address according to terms found in scanning said message.

20. The system of claim 18, wherein said computer adapts said list of  
products according to a person who downloads said Web page.